

Key Principles of Web Design

An effective web design conveys the intended message and engages the visitor. Colors, consistency, typography, simplicity, imagery, and functionality are some factors that score a website design as good. A site that is well designed can increase trust on the part of the users, guiding them to take the necessary action. The best [web design services](#) consider the following tips when executing any web project;

Simplicity

It's a big mistake to think visitors will only do anything on your site when your site has complex designs. Simplicity is the best way to assure users of a great user experience whenever they visit your site. The simpler your site looks, the easier it will be for people to use it. You should pay attention to the site's color, imagery, and typography because they play a significant role in relaying your intended message to visitors.

Navigation

This refers to how much effort users dedicate to look for anything on your website. Navigation is a crucial factor that would help to determine if you would retain your customers or not. If customers find it hard to navigate a particular site, they will have no choice but to get that same product or service elsewhere. That is why it is essential that you keep navigation consistent, intuitive, and above all, simple.

Visual Hierarchy

This has to do with the order in which elements are arranged on your website. There are various ways you can achieve that. You can order the elements by size, imagery, color, typography, contrast, style, texture, and whitespace. One reason why this is so important is that it helps to create a central focal point. It will help visitors see where the most relevant information is placed.

Content

A great website is not only about a great design. There is a need to furnish your website with great content too. That is the only way it can become truly effective. With the help of well-written content, it will be possible to not only attract visitors, but they can also be influenced and converted into customers.

Grid Based Layout

Only inexperienced web designers still create websites without grids. You don't have to [hire web designer](#) like that. Grids are excellent for helping you organize your content as it should be. With the use of grids, you can align contents on your webpage, and the arrangement will look neat.

Load Time

Websites shouldn't take forever to load. Most poorly designed websites have lost their visitors because of this factor. Almost 50% of those visiting websites believe it shouldn't take a site more than 2s to load up. Optimize image size to enable your website to load faster.

Mobile Friendly

In an era when most people now access the web through smartphones, your website can only be effective if it is mobile friendly. A non-responsive website is not for this generation.

Conclusion

You can have more visitors; and with more of those visitors turning into leads when you have a well-designed website.